

In training dealership employees

Arizona college works with GM

GLENDAL, Ariz.—Dedication ceremonies have been held at the \$250,000 Glendale Community College Automotive Technology Complex, and nearly 300 students have begun attending classes in automotive repair.

The college offers a two-year associate degree in applied science for automotive technology.

The student body includes 25 who are employees of auto dealerships in Arizona, New Mexico and California. Those students, mostly in their upper teens and all high school graduates, are part of a General Motors effort called the Automotive Service Educational Program. It began late in August and will continue for 2½ years.

Phil Randolph, chairman of the school's technology department, said, "The course for the GM dealership employees provides them with great career possibilities in the car repair field."

The students pay tuition of \$250 per semester. In some cases, the dealerships pay the tuition for their employees.

The program is designed to expose the students to the engine designs and electronic components used in new GM autos.

Randolph said that "a considerable amount of electronics is coming into our business of cars and the students from the dealerships must know about these advances and sophisticated equipment if they are to remain in the

competitive worldwide market."

He added, "It's really what education should be. We don't allow our people to stagnate, especially in an industry that's changing."

Eight GM cars were donated to the college's complex for use during the classes and more will be provided.

Four classrooms are part of the automotive complex. Four full-time and eight part-time teachers handle the teaching duties for the entire complex with special teachers assigned to the GM students.

When the GM students complete the course, they will have been exposed to subjects like engineering theory, electricity, carburetion, engine overhaul, air-conditioning, front-end chassis, brakes, powertrain and electronic engine control. Trouble-shooting is also part of the training, according to instructor Errol Stephenson.

"These students are not here to learn about upholstery installation or body painting but just mechanics," Stephenson said, "and on Mondays and Wednesdays, we

offer them a quick-service class."

He said final exams will be given in each of the subject categories each semester.

"When these students return to their dealerships, they will be thoroughly equipped with automotive knowledge," Stephenson said.

Since the student earns while working for the dealership sponsor, a considerable portion of the costs of the program are offset. The student is also required to own a prescribed basic hand tool set. The student can select any brand of tools and assistance in obtaining an educational discount may be arranged for most popular brands. Students are urged to check with their sponsor or the

college before purchasing tools.

The GM students are told that the Automotive Service Educational Program is not easy and not for everyone. They are told that it requires an ability to work well with their hands and the ability to think and learn.

Eugene Dorr, associate director for educational services for the Arizona Community College Board, referred to the new \$250,000 center and the program with GM as "a perfect example of partnership" between industry and education.

Glendale Community College is one of the seven Maricopa Colleges. Founded in 1966, it has a 160-acre campus and has about 13,000 day and evening students.

U.S. truck tallies in November hit alltime high

Continued from Page 16

year-earlier 42,129. But the 1984 total was 62.8 percent below the 131,476 units registered in the same period in 1978.

Group 7—the beneficiary of the growth in mid-range diesel popularity—produced significant gains in 1984 over both 1983 and 1978.

Through November, there were a record 60,703 registrations, an increase of 36.2 percent over the previous year's 44,570 and 75.2 percent higher than the 34,657 units tallied six years earlier.

Eleven-month Group 8 registrations were up 67.1 percent to 117,436 units, compared with the year-earlier 70,264. The total, however, was 15 percent below the 138,179 tallied in 1978 and 22.9 percent less than the record 152,391 registered in 1979.

The big gainers in registrations penetration were marketers of downsized vehicles and big trucks.

Dodge's share of the 11-month total was up 1.95 percentage points over the previous year and Plymouth's was 1.68 points higher. Sales of the minivans were mainly responsible for the increases.

Jeep penetration was 1.20 points greater, with the downsized Cherokee and Wagoneers the major contributors to the boost in registrations.

Big trucks are experiencing their best year since 1979, and small gains in penetrations were achieved by Mack, Kenworth, Peterbilt, White, Freightliner and Western Star.

Chevrolet and Ford had the biggest declines in share of the January-November total. Chevrolet's penetration was down 3.35 points and Ford's share was off 2.97 points.

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Uni-Mount-8	275 00mm	22 5x8 25	11R22 5	6 200 lbs	6 85*

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—Compiled from R. L. Polk & Co. data



Rowe signs

Charles B. Rowe signs for Charlie Rowe Chevrolet, Inc., North Judson, Ind., as E.R. Feathers, Chevrolet's Indianapolis district sales manager, looks on.

factories list auction dates

American Motors

Feb. 5—High Point Auto Auction, High Point, N.C., and D-A Auto Auction, New Stanton, Pa.

Feb. 6—Columbus Fair Auto Auction, Obitz, O.; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Feb. 7—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa., and Northstar Auto Auction, Shakopee, Minn.

Feb. 12—Aptco Auto Auction, Taylor, Mich.

Feb. 13—Southern Auto Auction, Warehouse Point, Conn., and Kansas City Auto Auction, Kansas City.

Feb. 14—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Feb. 15—St. Louis Auto Auction, Bridgeton, Mo.

Feb. 19—High Point Auto Auction, High Point, N.C., and D-A Auto Auction, New Stanton, Pa.

Feb. 20—Columbus Fair Auto Auction, Obitz, O.; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Feb. 21—Evansville Auto Auction, Evansville, Ind.; Todd Auto

Auction, Telford, Pa., and Northstar Auto Auction, Shakopee, Minn.

Feb. 26—Aptco Auto Auction, Taylor, Mich.

Feb. 27—Southern Auto Auction, Warehouse Point, Conn., and

Kansas City Auto Auction, Kansas City.

Feb. 28—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Feb. 5—Hatfield Auto Auction, Hatfield, Pa., and Aptco Auto Auction, Taylor, Mich.

Feb. 6—Salt Lake Auto Auction, Salt Lake City; Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

Feb. 7—Fredericksburg Auto Auction, Fredericksburg, Va.; Clanton's Auto Auction, Darlington, S.C., and Golden Gate Auto Auction, Fremont, Calif.

Feb. 8—St. Louis Auto Auction, Bridgeton, Mo., and Cincinnati Auto Auction, Hamilton, O.

Feb. 12—Northway Exchange, Clifton Park, N.Y.; Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; NuCarPrep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

Feb. 13—Concord Auto Auction, Acton, Mass.; Southern Auto

Auction, Warehouse Point, Conn., and Columbus Fair Auto Auction, Obitz, O.

Feb. 14—Atlanta Auto Auction, Red Oak, Ga.; Arena Auto Auction, Chicago; 166 Auto Auction, Springfield, Mo., and Evansville Auto Auction, Evansville, Ind.

Ford Motor Co.

Feb. 5—Harrisonburg Auto Auction, Harrisonburg, Va.

Feb. 6—Golden Gate Auto Auction, Fremont, Calif.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Feb. 7—Nashville Auto Auction, Nashville, and Denver Auto Auction, Englewood, Colo.

Feb. 13—Columbus Fair Auto Auction, Obitz, O.; Concord Auto Auction, Acton, Mass., and Southwest Auto Auction, Phoenix.

Feb. 14—Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

Feb. 19—Aptco Auto Auction, Taylor, Mich.

Feb. 20—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Feb. 21—166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N.J.

Feb. 26—Big H Auto Auction, Houston.

Feb. 27—Northway Exchange, Clifton Park, N.Y.; Clanton's Auto Auction, Darlington, S.C., and South Seattle Auto Auction, Kent, Wash.

General Motors

Feb. 6—Hatfield Auto Auction, Hatfield, Pa.

Feb. 7—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Dallas Auto Auction, Dallas.

Feb. 12—Florida Auto Auction of Orlando, Ocoee, Fla., and Southern Auto Auction, East Windsor, Conn.

Feb. 13—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

Feb. 14—Nashville Auto Auction, Nashville.

Feb. 19—South Seattle Auto Auction, Kent, Wash.

Feb. 20—Metro Auto Auction, Kansas City, and Clanton's Auto Auction, Darlington, S.C.

Feb. 21—Indianapolis Auto Auction, Indianapolis.

Feb. 27—Brasher's Salt Lake Auto Auction, Salt Lake City.

Feb. 28—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Griffith elected to head Saab dealer council

ORANGE, Conn.—David A. Griffith has been elected chairman of the Saab National Dealer Advisory Council, which represents the 330 Saab car dealers in the U.S.

Griffith is president of Alan BMW-Saab, Edmonds, Wash. He has been a Saab dealer since 1978.

Two new members were elected to the Saab Dealer Council: Gary Blake, of Gary Blake Saab, Exeter, N.H., and Edmund Jussen Jr., of Star Lincoln-Mercury Sales, Glendale, Calif.

Completing the 1985 Saab Dealer Council are returning members: Paul Choiniere, P.J.'s Auto Village, South Burlington, Vt.; F. William Bryan, Bill Bryan Imports, Winter Park, Fla.; Richard Wigglesworth, Wigglesworth Imports, West Chicago, Ill., and Neil C. Bland, Saab of Houston, Houston.

Used Car Sales

Auction Averages

February to date	\$4,451
Month ago	\$4,923
Year ago	\$5,127

Model Breakdown

Auction Averages

	FEB. 1985	JAN. 1985	DEC. 1984
1985	\$12,506	\$11,375	
1984	8,709	8,726	9,531
1983	6,085	5,978	6,760
1982	4,997	5,343	5,112
1981	3,894	4,350	4,454
1980	3,258	3,600	3,528
1979	2,402	2,771	3,932
1978	1,829	2,117	2,047
Overall Average	\$4,451	\$4,992	\$4,063

used-car auction directory

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monheim 40 auction

Symes promises strong fight against fleet subsidies

NADA to be tough in Washington

Continued from Page 1

our industry to see that our ability to compete in the local market isn't destroyed by some obscure phrase in a tax reform act," he said.

Dealers also will fight domestic-content legislation, he said, because "we need to allow our manufacturers to use every resource they can find, in this country or abroad, to provide better products for our customers."

Among other objectives for 1985 listed by Symes were:

1. Striving for nationwide measures to curb odometer rollbacks.
2. Implementation of a reason-

able policy on auto safety. NADA supports mandatory belt-use laws.

3. Strengthened factory-dealer relationships.

Speaking of the aborted Porsche plan last year to change its distribution system, Symes said, "I would be surprised if that kind of idea doesn't pop up again somewhere else."

"On the other hand, we ought to put forward some new ideas of our own to bring the franchise system up to date. Our line groups will be taking the dealer message to the manufacturers and importers."

Symes said dealers must continue to provide a fair deal, good service, honest advertising and customer satisfaction. Manufacturers, he said, must help dealers to be effective competitors for consumer dollars by understanding the level of quality that the customer is demanding today.

"Quality can't be sacrificed for volume," he said. "This is no longer just a numbers game."

Symes hinted at tougher competitive times to come when he said, "Last year, we had strong demand and a limited supply, so profits were good. As I look at 1985, I see a more plentiful supply and possibly softer demand. We will need to be ready to deal... We will be successful in 1985 because dealers are confident competitors."

Convention headquarters, the exposition and the workshops were in the sprawling Moscone Center, while the opening and closing general sessions were in the Civic Auditorium about a mile away. A fleet of buses made a series of round trips to carry thousands of conventioners from Moscone Center to the Auditorium. It was a bold attempt and was largely successful even though the last of the bus riders came straggling into the general sessions 20 minutes late.

At the opening session, President Reagan addressed the dealers by videotape. Said the President: "I want to take this opportunity to thank all of you for the support you've given us in our efforts to build a new era of lasting economic growth without inflation. You stood with us when the going was rough, and I'll never forget your encouragement."

"... Your industry is among America's greatest and most valued assets... You can be proud of the role your industry is playing in our economic expansion."

The President noted that one of the 14 million vehicles sold last year was a pickup "that will be getting a lot of use out at our ranch."

Formally taking office with Symes at the closing session were James Woulfe, Dublin, Calif., first vice president; Jack Price, Albuquerque, secretary, and Anthony Ursommaro, Wilmington, Del., treasurer.

Two major topics of interest and discussion were two cars getting their first dealer exposure here—Hyundai and Yugo. Hyundai, built in South Korea, scored amazing market gains in Canada last year in its first year on the market there.

In San Francisco, Hyundai held a reception at one of the larger ballrooms. Long before the ballroom doors swung open, the foyer was crowded with pushers and shovers, trying to see one of two videos presenting the car or to pick up an envelope which contained two brochures and a dealership application.

Neither Hyundai nor Yugo—the new Malcolm Bricklin enterprise—had exhibits at the NADA exhibition. The Yugoslavian-built Yugo was on display at a site about a mile away from Moscone Center, and a Yugo shuttle bus kept busy carrying interested dealers back and forth. Bricklin had three Yugos on display and they were undergoing meticulous inspection by prospective dealers throughout the convention.

The 1986 convention and exposition will be held Feb. 1-4 in New Orleans.



Volvo Dealers of Excellence

Volvo Dealers of Excellence pose with the Kosta Boda crystal presented to them by Joseph L. Nicolato, senior vice president, Volvo of America, at the introduction of the 1985 Volvos in Orlando. The dealers were honored for outstanding professional achievement and dedicated service to Volvo customers.

Heart attacks prove fatal to Sanchez, chief of Saturn

By Marjorie Sorge
Labor Editor

Joseph J. Sanchez, 54, newly appointed president of General Motors' Saturn Corp., died Jan. 28 in Lansing after suffering two heart attacks in three days.

Mr. Sanchez, who had headed GM's Oldsmobile operations and was a GM vice president, was named head of the new Saturn Corp. about four weeks ago.

According to GM Chairman Roger B. Smith, Mr. Sanchez was the unanimous pick of everybody at GM for the job as Saturn president.

"We extend our deepest sympathies to Mrs. Sanchez and the Sanchez boys at this time," Smith said last week. "The Sanchez family, General Motors and the auto industry have lost a bright star."

As general manager of Oldsmobile, Mr. Sanchez was able to develop a good rapport with the UAW on the GM20 project, a skill that will be needed in the new subsidiary where the company and the union work so closely together.

In one interview with this reporter, Mr. Sanchez was so excited about a movie, "Our Car"—created entirely by the union workers—that he made me promise not to leave until I'd seen it. The movie was the workers' view of the new GM20 cars, their part in the cars' creation and their part in the Oldsmobile family.

The film was also shown to numerous civic groups in the Lansing area.

Gary Watson, president of UAW Local 652 in Lansing, told Automotive News in an earlier interview that he was especially impressed with Mr. Sanchez since Mr. Sanchez came to the union local to meet him—something almost unheard of at GM.

Many reporters were also impressed with Mr. Sanchez. He had the ability not only to get his point across during an interview,

Iacocca gift of stock valued at \$1.2 million

WASHINGTON.—Chrysler Corp. Chairman Lee A. Iacocca in mid-December made a gift of 35,000 shares of Chrysler common stock to an undisclosed recipient, according to a filing with the Securities and Exchange Commission.

After the gift, worth some \$1.2 million, Iacocca owns 15,800 shares. SEC rules require executives to report changes in stockholdings.

but also to make the reporter look beyond the obvious answer into what it meant to the entire corporation and the industry. He was indeed a visionary and a shining star.

Mr. Sanchez was a native of New York and received his bachelor's degree from City College of New York. He began his overseas work for GM in 1960 as a field sales representative in Santiago, Chile.

In 1964, he became a zone manager for GM Overseas Distribution Corp., based in Panama. He moved to Caracas as vehicle sales manager of General Motors de Venezuela in 1965 and was named managing director of General Motors Uruguay in 1968.

He became director of sales for General Motors Argentina in 1972 and was named managing director later that year. He returned to Uruguay in 1974 as regional manager for GM Overseas Distribution Corp., became managing director of General Motors do Brasil in 1976 and was also responsible for GM Uruguay from 1980 until he went to Oldsmobile in 1983.

He was elected a GM vice president in 1979.

Mr. Sanchez is survived by his wife, Joy, and three sons.

H. Mead Norton, 83; Oklahoma dealer leader

OKLAHOMA CITY.—H. Mead Norton, long a prominent figure in Oklahoma and national dealer circles, died Jan. 21. He was 83.

Mr. Norton entered the auto business in 1914 at the age of 13, and by 1940 he was a partner in 17 dealerships. He was a partner in a Buick dealership here for more than 50 years.

He served in the Oklahoma House of Representatives from 1937 to 1940 and was an Oklahoma state senator from 1940 to 1948. He was executive director of the Oklahoma Motor Vehicle Commission from 1964 to 1984.

Mr. Norton was a former president of the Oklahoma Automobile Dealers Assn. and was an NADA director from 1950 to 1963.

In the late 1950s, Mr. Norton formed and led the Franchised Dealers Survival Assn., which fought, unsuccessfully, to have territory security reinstated as part of the new-car dealer franchise.

Nancy Lou Tonkin

PORTLAND, Ore.—Nancy Lou Tonkin, 52, wife of Ron B. Tonkin, local automobile dealer, drowned in the Willamette River Jan. 23. A Portland native, she was a women's clothing store consultant and cook-book co-author.

Was brief seizure of Avanti partly caused by rumors?

SOUTH BEND.—The seizure of Avanti Motor Corp. by the 1st Source Bank here for one night late last month may have been caused in part by rumors that the company would leave the city, according to Stephen Blake, Avanti chief executive.

The company has returned to business as usual. Blake emphasized that it continues to produce cars, is current on its loan payments and is in full possession of its property.

The bank, he said, "took action on a technicality. It was a basic misunderstanding. Why they decided to take action was a surprise to us... the building might be one reason."

A 1st Source Bank executive had no comment on the seizure other than a statement issued jointly with Avanti saying that differences had been resolved.

Blake said Avanti has been looking for a new building for over a year. The factory is currently located in a 100-year-old former Studebaker plant that Blake said "is crumbling." South Bend is the company's first choice for a new plant location, he said.

"We don't want to leave South Bend," he said. "We just can't find an acceptable building to move into. I'm sure there is something around. We've contacted other cities here and in Michigan. We were looking in a bunch of communities."

"It got out that we were looking

in the Detroit area. That, coupled with the disagreement over financing, caused the bank to take action," Blake said.

Avanti was negotiating for a new financing package when the action was taken against it, according to Blake.

He said, "If we go to another building, or build, whatever we do, it's going to cost money."

Since Blake, formerly a Washington-area real estate developer and builder, bought Avanti in 1982, he has built a dealer network, modernized the 23-year-old sport coupe and developed a convertible and special performance model. He has also boosted production of the car from 188 in 1982 to some 310 in 1984.

He hopes to sell 360 cars this year, including 200 convertibles.

Blake's reign at Avanti, however, has not been without its difficulties. For example, his effort to improve the surface finish of the cars backfired last year when paint was found to be lifting off the bodies in the area of filler material, the result of incompatible materials.

"We were on our way to a much larger year, close to 400 cars. Paint problems required us to redo 270 or so," he said.

Avanti has filed a \$3 million lawsuit against Ditzler Automotive Finishes of PPG Industries, Inc., Blake said.

Blake believes the company will have an "operating profit" for 1984 when final figures are in.

Auto industry can compete, Commerce Dept. declares

Continued from Page 1

merce says. But it notes two exceptions of the four: Chrysler, which will have a 1985 tax liability for the first time in years, and American Motors, whose earnings are still "modest."

Internally generated cash was \$12.3 billion for the first nine months of 1984, \$3.4 billion ahead of the same period in 1983, the report says. For the full year, cash should exceed \$16 billion, Commerce concludes.

Analysts for the department also note, however, that because capital expenditures and dividends are expected to increase rapidly in 1985, a large accumulation of cash might not be possible this year.

In addition to improving cash flow, the companies have managed to widen the operating profit margin from 7.10 percent in 1978 to 7.17 percent for the first three quarters of 1984. They boosted

their return on sales from 4.03 percent in 1978 to 6.38 percent for the first three quarters of 1984, the report notes.

The ratio of long-term debt to stockholders' equity improved from 0.25 on Dec. 31, 1983, to 0.16 on Sept. 30, 1984, for U.S. auto makers, but that is still above the 0.11 ratio of the banner 1978 year, the report notes.

Liquidity improved from \$5.7 billion at the end of 1983 to \$9.0 billion on Sept. 30, 1984.

Balance sheet indicators U.S. Big Four

	Dec. 31 1978	Dec. 31 1983	Sept. 30 1984
Working Capital (millions)	\$12,270	\$5,700	\$9,011
Current Ratio	1.55	1.19	1.27
Quick Ratio	0.77	0.70	0.81
Long-Term Debt-to-Equity Ratio	0.11	0.25	0.16

Low-key chairman converted a staggering loss into record profits

Caldwell retires after guiding Ford Motor to the heights

Continued from Page 2

Canada. He ran an international organization that achieved \$7.9 billion in sales in 1976, Caldwell's last full year as head of the overseas empire.

With Iacocca's star falling in early 1977, Caldwell was elected vice chairman of the board and made a member of the newly created "Office of the Chief Executive" with Iacocca and Henry Ford II.

On June 8 of the following year, he was given the new title of deputy chief executive officer and had clearly replaced Iacocca as Henry Ford II's heir apparent at the top of Ford Motor Co.

Within a few weeks, Iacocca was fired and Caldwell took over as president in the fall of 1978. In October, 1979, he became chief executive officer, and in March, 1980, he was named chairman, while Henry Ford II retained only a seat on the board and chairmanship of the Finance Committee.

With the U.S. auto industry floundering, Caldwell found himself in a sea of red ink early in his tenure as chairman. He was even rumored to be on thin ice with some Ford directors.

But car sales began to pick up steam in 1982 and dealer and customer reaction to the new aerodynamically styled Ford Thunderbird/Mercury Cougar, Ford Tempo/Mercury Topaz and Lincoln Mark VII models was generally positive.

The bold design stroke reportedly grew out of a visit Caldwell and President Donald Petersen paid to Ford's corporate styling center in the spring of 1980.

Under questioning from their bosses, designers admitted to being less than enthusiastic about what they had proposed for the future. Caldwell and Petersen agreed to turn Ford's stylists loose and the result was a streamlined look that quickly became the most distinctive design offered by U.S. auto makers.

Caldwell has also been credited with an innovative approach to labor contracts at a time when the industry was reeling and job security was the number one union issue.

The landmark 1982 contract between General Motors and Ford and the UAW was patterned at Ford after talks between the No. 1 auto maker and the union had broken down. The contract resulted in approximately \$1 billion in wage and benefit concessions at Ford, but in turn set up a profit-sharing plan and job-security provisions.

His good relations with the

UAW were made clear during a visit last week to the Rawsonville Electrical and Electronics Division plant in Ypsilanti Township, Mich. Caldwell was greeted warmly at the facility, which has both an extensive Employee Involvement (EI) program and the auto industry's first Pilot Employment Guarantee (PEG) agreement.

The EI agreement is a joint venture between the UAW and plant management that allows workers to participate in decision-making on matters that affect their jobs. The PEG program at Rawsonville, which was launched in March, 1984, guarantees freedom from indefinite layoffs in exchange for gains in workforce efficiencies.

UAW Local 898 at Rawsonville surprised the outgoing chairman last week by making him an honorary member, a first for the

union.

Caldwell's final week as chairman was also marked by an appearance at the Los Angeles introduction of the company's new Taurus/Sable line.

In Los Angeles, Caldwell was asked to list his career highlights. He cited "Ford getting into the truck business in a big way, the changes in Philco and our international operations in total and, of course, the last five or six years stand out."

"But I served a considerable apprenticeship before any of that started," he added. "In a personal way, I did not enjoy the frequency with which I was put into different jobs. But I tell you it was a godsend at the end because I served just about every facet of the company at one time or another."

With success came some head-

aches for Caldwell. During the company's annual meeting last May, the chairman was called on to defend his 1983 compensation—a company record \$1.4 million in salary and bonus—and his profit of \$5.9 million from exercising stock options.

The issue of auto executive salaries became a subject of widespread discussion in 1983. At the reception for media members, Caldwell joked that a highlight of his days as chairman was "going on the David Brinkley show to defend my pay."

Caldwell, who will continue as a member of the corporate board of directors, was vague on his future plans during the Rawsonville visit.

"I have a schedule that is pretty full with things that are continuing," he said. "I have quite a few suggestions that I should do this

or that, and I'll take a little time to sort them out."

During the recent interview with Automotive News, Caldwell said one of the most important assignments during his years as chairman was preparing for an orderly transition of power upon his retirement.

The result was the relatively low-key announcement last fall that Petersen would succeed Caldwell as chairman and that Harold Poling would move up to the president from executive vice president—North American Automotive Operations.

"We've been planning this ever since I walked into this office to take this job," said Caldwell. "One of the most important assignments I personally have is to provide for succession and to do all that's possible to make it smooth."

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
OCTOBER, 1984 VERSUS OCTOBER, 1983

	1984		1983	
	Month	Year	Month	Year
AMC Alliance FWD	8,407	85,771	9,230	107,672
Encore	5,137	59,325	3,325	5,312
Spirit	0	0	146	4,773
Concord	0	0	107	9,030
Concord SW	0	0	93	4,146
Eagle 4WD	330	3,240	711	8,340
Eagle 4WD SW	1,483	13,340	1,938	16,525
TOTAL AMC	15,357	161,676	15,550	155,798

Chrysler Laser FWD	4,183	44,276	1,698	2,224
LeBaron GTS FWD	26	28	0	0
LeBaron FWD	7,156	73,290	5,141	56,414
LeBaron SW FWD	982	8,563	1,127	9,530
E Class-NY FWD	6,728	67,353	9,559	65,940
Cordoba	0	0	317	10,113
NY Fifth Ave-Newpt	11,033	73,485	3,716	62,519
Imperial	0	0	21	1,228
Total	30,108	266,995	21,579	207,968

Plymouth Horizon FWD	6,635	64,125	5,564	45,273
Turismo FWD	3,737	39,520	3,142	29,429
Reliant FWD	8,243	83,724	6,935	93,375
Reliant SW FWD	2,485	31,567	3,255	37,541
Caravelle FWD	1,663	2,300	0	0
Gran Fury	1,161	13,065	294	11,477
Total	23,924	234,301	19,190	217,095

Dodge Omni FWD	6,065	55,731	4,500	40,046
Charger FWD	4,447	43,626	4,072	37,201
Dart FWD	3,512	36,549	1,374	1,814
Aries FWD	7,457	65,423	5,719	68,811
Aries SW FWD	2,554	26,199	2,393	29,644
Lancer FWD	17	19	0	0
600 Coupe FWD	2,121	20,244	1,552	25,496
Diplomat	2,422	21,433	906	19,690
Mirada	0	0	248	4,144
600 FWD	3,531	30,201	3,833	26,741
Total	32,126	299,425	24,597	253,587

TOTAL CHRYSLER CORP.	86,158	800,721	65,366	678,650
Ford Escort FWD	24,645	219,813	18,231	201,847
Escort SW FWD	6,637	68,121	5,602	67,905
EXP FWD	2,986	23,886	812	18,723
Fairmont	0	0	671	46,221
Tempo FWD	21,178	209,543	21,042	79,347
LTD	15,677	120,821	9,949	94,014
LTD SW	3,348	43,152	4,088	38,044
LTD Cn. Victoria	12,196	116,821	6,513	80,235
LTD Cn. Victoria SW	2,418	24,648	1,541	17,015
Mustang	11,552	110,348	8,664	93,327
Thunderbird	13,544	126,834	13,126	95,453
Total	114,181	1,063,987	90,239	832,161

Lincoln Town Car	8,993	68,385	7,143	47,968
Mark VII	1,689	25,145	1,286	21,894
Continental	2,346	25,272	665	11,191
Total	13,028	118,802	9,094	81,053

Mercury Lynx FWD	5,009	43,209	4,894	52,827
Lynx SW FWD	1,170	11,571	1,344	14,698
LN7 FWD	0	0	157	4,718
Capri	1,147	14,681	1,878	18,861
Zephyr	0	0	131	13,221
Topaz FWD	6,313	61,165	5,508	23,606
Marquis	6,863	73,938	4,209	39,787
Marquis SW	1,504	11,474	1,260	13,321
Grand Marquis	11,254	106,564	5,673	68,593
Grand Marquis SW	1,283	13,117	850	10,201
Cougar	11,544	98,314	9,166	62,952
Total	46,087	434,033	35,070	382,765

Lincoln-Mercury Division Total	59,115	552,835	44,164	403,818
TOTAL FORD MOTOR CO.	173,296	1,616,822	134,403	1,235,979

Buick Skylark FWD	9,866	85,986	7,391	83,949
Skyhawk FWD	8,241	95,028	4,531	51,436
Skyhawk SW FWD	785	9,216	696	8,778
Somerset Regal FWD	1,845	1,952	0	0

Century FWD	17,129	148,963	15,203	115,562
Century SW FWD	1,894	23,483	17	20
Regal	13,503	160,725	20,345	180,096
Regal SW	0	0	536	11,575
LeSabre	13,292	120,847	11,057	104,808
Electra	387	34,272	7,423	62,700
Electra FWD	5,332	34,025	40	150
Buick SW	1,386	12,227	1,377	15,308
Riviera FWD	4,768	42,242	5,357	39,666
Total	78,426	768,966	73,973	674,048

Cadillac DeVille	2,631	79,574	10,718	103,933
DeVille FWD	6,858	31,621	3	99
Cimarron	1,675	15,370	1,547	15,994
Fleetwood & Chassis	2,938	31,718	4,116	34,138
Fleetwood FWD	2,687	12,984	1	33
Eldorado FWD	6,130	56,102	7,443	55,777
Seville FWD	3,023	28,633	3,504	25,283
Total	25,942	256,002	27,332	235,257

Chevrolet Chevette	11,014	144,526	13,478	145,478
Camaro	14,523	169,116	15,402	143,718
Cavalier FWD	24,778	240,668	16,488	142,680
Cavalier SW FWD	6,681	73,709	6,141	55,514
Citation FWD	6,333	78,759	5,912	79,917
Malibu	0	0	2,292	42,028
Malibu SW	0	0	1,575	40,461
Celebrity FWD	17,763	188,559	16,140	130,536
Celebrity SW FWD	6,537	77,132	3	3
Monte Carlo	7,085	102,275	10,418	80,446
Impala	3,123	43,575	3,454	38,328
Caprice	14,147	123,927	11,518	102,067
Chevrolet SW	4,994	49,992	4,739	46,799
Corvette	2,926	23,749	2,293	21,095
Total	119,904	1,316,077	109,853	1,069,070

Oldsmobile Omega FWD	1,085	33,456	3,190	42,893
Firenza FWD	3,922	39,965	2,491	26,241
Firenza SW FWD	984	11,635	928	10,464
Calais FWD	1,693	1,933	0	0
Cutlass Ciera FWD	11,858	169,154	19,795	146,062
Cutlass Ciera SW FWD	2,419	35,182	3	6
Cutlass Supreme-Calais	19,055	264,033	28,943	244,417
Cutlass SW	0	0	709	17,057
Delta 88	16,863	194,920	15,391	161,985
98	181	36,744	11,144	92,663
98 FWD	8,776	43,727	23	23
Oldsmobile SW	1,273	24,080	2,020	20,981
Toronado FWD	3,856	34,111	3,940	30,895
Total	71,965	888,940	88,554	793,687

Pontiac 1000	2,070	22,950	2,739	26,792
Firebird	6,580	84,944	7,747	73,924
Sunbird FWD	8,814	96,618	5,438	59,379
Sunbird SW FWD	752	10,082	976	10,286
Grand Am FWD	2,533	2,647	0	0
Phoenix FWD	924	12,021	1,482	21,599
Bonneville	4,678	56,646	7,169	55,564
Bonneville SW	0	0	800	12,178
6000 FWD	8,660	85,966	9,174	70,637
6000 SW FWD	1,154	15,966	1	1
Grand Prix	5,414	62,252	8,300	73,271
Parisienne	5,066	34,959	3,150	13,052
Pontiac SW	1,475	13,378	729	3,394
Fiero	6,776	81,588	4,330	5,076
Total	54,896	580,017	52,035	427,153

TOTAL GM CORP.	351,135	3,810,002	351,747	3,199,215
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Miscellaneous Domestic	24	235	41	562
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Domestic Station Wagon Total	54,198	607,924	44,741	511,395
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Domestic Grand Total	625,970	6,389,456	567,107	5,270,204
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Import Total	208,330	2,069,640	189,688	2,042,874
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Grand Total All Registrations	834,300	8,479,096	756,795	6,313,078
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Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma 1984 registrations compiled from manufacturers' sales records. Oklahoma 1983 figures not available. Maine 1984 figures delayed.

Ajemian is appointed to MVMA position

DETROIT.—MVMA has named Robert S. Ajemian to the post of manager, workplace and facilities, for the 10-member, Detroit-based manufacturers association.

Ajemian will be primarily involved with government proposals relating to health and safety in the motor vehicle manufacturing workplace. Ajemian served as senior industrial hygienist with Great Lakes Steel Division, National Steel Corp., before joining MVMA. He previously held industrial environmental control and hygiene posts with Bethlehem Steel Corp., Exxon-U.S.A. Corp., Chrysler Corp. and the City of Detroit. He is a past president of the Michigan Industrial Hygiene Society.

Bad weather slashed previous week's total

Auto production jumps to 177,031

By Louise Kertesz
Detroit Reporter

U.S. auto production, pegged at 177,031 units last week, was up 14.24 percent from the previous week's 154,968.

Actual production reported for the previous week fell some 20,000 units short of a schedule already adjusted for weather-related curtailments.

That week's output fell below 160,000 for the first time (during a regular work week) since the first

week of November.

All makers reported lost production due to severe weather that closed or slowed down several component and assembly plants in the Midwest and Northeast.

Last week's scheduled production was shared as follows: General Motors, 62.68 percent; Ford Motor Co., 20.16 percent; Chrysler Corp., 14.01 percent; American Honda, 1.83 percent; Volkswagen of America, 1.21 percent, and

New United Motor Mfg., Inc., 0.11 percent.

AMC's Kenosha (Wis.) facility was down last week for inventory adjustment. Production is scheduled to resume today (Feb. 4).

Ford transferred production of the Crown Victoria and Grand Marquis from its St. Louis plant to St. Thomas, Ont., last week, as the U.S. facility continues to gear up for midyear introduction of the Aerostar minivan.

Ford's St. Louis plant had been reporting production of about 4,000 units a week.

GM has completed its callback of 1,000 workers for the second shift of GM20-car production in Lansing, effective today (Feb. 4).

GM's Buick G-line in Flint is down, effective today, for changeover from the rear-wheel-drive G-cars.

Production of the 1986 front-wheel-drive H-bodies or GM70-cars is scheduled to begin at the new Buick City on Sept. 16.

GM scheduled two overtime shifts Saturday (Feb. 2) at the following plants: Lansing (Plant No. 1); Arlington, Tex.; Fairfax, Kans.; Framingham, Mass.; Janesville, Wis.; Lakewood, Ga.; Leeds, Mo.; Lordstown, O.; Oklahoma City; Orion Township, Mich.; and Wilmington, Del.

All Ford plants but one were scheduled to work daily overtime last week.

Truck production shows big gain; 72,005 assembled

Domestic makers scheduled output of 72,005 trucks last week, an increase of 21.67 percent over the previous week's 59,183, when bad weather in the Midwest and Northeast took its toll on truck as well as car production.

General Motors, Ford Motor Co. and American Motors reported weather-related slowdowns.

In addition, production at GM's medium-duty truck plant in Pontiac was suspended from Friday, Jan. 25, to Thursday, Jan. 31, due to a shortage of engine components.

The previous week's output tumbled from the 60,000 level for the first time (except for holiday weeks) since the week ended Sept. 22, when 52,494 trucks were built.

Year-to-date, 297,791 trucks have been assembled, 2.86 percent more than the 289,504 built last year at this point.

All Ford Motor Co. plants scheduled daily overtime last week.

GM plants working two overtime shifts Saturday (Feb. 2) were: Flint (No. 1 and 2), Janesville (Wis.), Lordstown (O.), Pontiac (No. 5) and St. Louis.

GM plants in Moraine, O., and Detroit worked one overtime shift Saturday.

Canadian plants boost production to 20,446 cars

With 20,446 units scheduled for assembly, last week's auto production in Canada was up 16.92 percent over the previous week's 17,487. The prior week's total reflected lost production at General Motors and Ford Motor Co. plants due to bad weather.

Last week's scheduled build was about the same (up 1.50 percent) as the year-ago week's 20,143. But year-to-date output of

U. S. CAR PRODUCTION

	Week Ended Feb. 2, 1985	Week Ended Feb. 4, 1984	Week Ended Jan. 26, 1985	Jan. 1 to Feb. 4, 1984	Jan. 1 to Feb. 2, 1985
AMERICAN MOTORS	4,837	4,837	7,768	17,266	7,768
Renault Total	4,837	4,837	7,768	17,266	7,768
Alliance	2,466	2,466	4,932	8,556	4,932
Encore	2,371	2,371	2,836	8,710	2,836
CHRYSLER CORP.	24,800	28,591	22,105	110,114	116,305
Plymouth Total	7,800	8,793	6,307	31,980	36,102
Horizon	2,600	3,565	1,901	10,912	13,702
Reliant	3,500	4,594	2,906	14,079	20,037
Caravelle	1,300	1,114	1,093	5,486	855
Gran Fury	400	520	407	1,503	1,468
Chrysler Total	8,100	9,068	8,241	38,932	36,405
LeBaron	2,200	2,977	2,216	10,453	11,369
LeBaron GTS	1,300	1,000	1,029	5,954	6,214
Laser	1,000	1,820	1,250	5,158	7,344
New Yorker E-Class	1,300	2,297	1,334	6,066	9,807
Fifth Avenue	2,300	1,974	2,412	11,301	7,885
Dodge Total	8,900	10,730	7,557	39,202	43,798
Omni	2,900	3,362	1,974	11,868	12,045
Aries	2,300	3,717	2,216	10,317	15,862
Daytona	1,000	1,310	841	4,016	6,824
Dodge 600	1,500	1,890	1,409	6,444	7,822
Lancer	800	707	432	2,775	4,542
Diplomat	400	451	410	2,175	2,255
FORD MOTOR	35,691	30,197	33,942	169,261	145,303
Ford Division	22,926	20,288	21,996	110,126	95,201
Escort	7,105	7,363	6,677	30,369	30,504
Mustang	2,025	2,005	3,088	14,146	9,278
LTD	4,944	4,923	3,473	22,365	23,179
Thunderbird	4,433	3,972	3,008	17,063	11,176
Crown Victoria	1,446	1,446	1,584	7,122	8,101
EXP	548	579	510	2,357	4,380
Tempo	3,873	3,656	3,656	16,704	8,583
L-M Division	12,763	9,909	11,946	59,135	50,102
Mercury Total	9,145	7,309	8,481	43,446	35,641
Lynx	1,743	1,425	1,538	7,565	6,435
Capri	651	236	287	1,939	1,646
Marquis	2,447	1,964	1,685	10,153	9,176
Cougar	2,947	1,510	2,507	13,592	6,122
Grand Marquis	1,357	1,098	1,433	6,171	4,733
Topaz	3,618	2,600	3,465	15,689	14,461
Lincoln Total	661	487	630	2,849	2,698
Continental	2,563	1,689	2,454	11,112	5,812
Lincoln	394	424	381	1,728	5,951
Mark VII	110,960	104,063	94,469	464,540	478,902
GENERAL MOTORS	21,212	22,745	19,515	91,681	104,026
Buick Total	2,384	2,770	2,357	11,046	9,697
Skyhawk	2,207	3,041	1,441	8,867	16,309
Somerset Regal	2,370	2,677	2,677	10,033	10,570
Century	4,820	4,976	4,730	20,267	21,114
Regal	2,524	4,814	2,756	12,377	22,433
LeSabre/Electra	3,729	5,588	4,240	18,237	26,857
Riviera	1,208	1,220	1,314	5,606	6,243
Electra (fwd)	1,970	336	5,183	1,373	5,577
Cadillac Total	7,884	7,118	7,751	35,341	33,208
Cimarron	599	422	424	2,191	2,199
Seville	814	753	941	3,831	3,563
Eldorado	1,507	1,443	1,780	7,172	6,836
Cadillac (rwd)	1,176	4,071	1,256	5,664	19,373
DeVille (fwd)	3,788	429	3,350	16,483	1,237
Chevrolet Total	40,222	36,159	32,931	166,954	163,661
Chevette	3,584	4,236	2,837	14,872	19,531
Cavalier	10,945	8,604	8,124	44,554	41,336
Celebrity	6,187	7,253	5,596	25,713	27,457
Camaro	5,111	5,620	3,552	21,247	27,270
Citation	1,616	2,126	1,537	7,428	8,716
Malibu/El Camino	519	768	429	2,309	2,815
Monte Carlo	3,154	4,445	2,580	12,010	21,140
Chevrolet	8,306	2,202	8,276	36,115	11,768
Corvette	800	905	2,706	3,628	2,866
Oldsmobile Total	27,960	26,961	22,492	114,587	124,976
Omega	1,858	1,334	1,477	7,413	4,775
Frenza	4,164	7,911	3,944	18,487	36,771
Cutlass Supreme	7,832	5,718	7,035	34,777	25,148
Cutlass Classic	5,827	9,444	4,774	24,708	45,057
88/98 (rwd)	3,385	368	1,941	12,007	1,507
Olds 98 (fwd)	3,998	2,257	12,935	13,734	13,734
Calais	896	900	1,064	4,260	4,235
Pontiac Total	13,682	11,080	11,780	55,977	53,031
Acadian**	3,289	2,705	2,578	13,518	14,100
2000 Sunbird	730	920	744	3,002	3,834
1000	2,729	2,304	1,950	11,425	11,504
Firebird	321	321	321	1,695	1,695
Phoenix	571	441	430	1,594	1,708
Grd. Prix/Bon/Vie	1,633	441	1,579	6,864	2,280
6000	2,400	2,586	2,400	9,122	11,357
Parisienne	2,330	1,795	1,795	9,593	10,059
Fiero	2,320	2,195	2,581	13,803	10,982
Grand Am	200*	200*	200*	960*	1,000*
HONDA	2,150	2,389	1,671	8,557	11,332
NUMMI (Novel)					8,967
VOLKSWAGEN					

Total Cars, U.S.	177,031	172,272	154,968	775,003	780,090	810,388
Total Cars, Canada	20,446	20,143	17,487	88,340	102,012	92,429
N. American Cars	197,477	192,415	172,455	863,343	882,102	902,817
N. American Trucks	90,754	77,725	74,582	363,131	364,776	381,279
North American Cars and Trucks	288,231	270,140	247,037	1,226,474	1,246,878	1,284,096

*Estimated. **All Acadians are built for sale in Canada.

92,429 cars continues to lag behind last year's 102,012 at this point. The dip is 9.39 percent.

American Motors' Brampton (Ont.) plant is closed for two weeks for inventory adjustment. Production is scheduled to resume Feb. 11.

Scheduled output of 18,749 trucks last week was up 21.75 percent from the previous week's

15,399, which also reflected lost production due to severe weather.

Last week's estimated build was 10.43 percent better than the year-ago week's 16,979.

Chrysler's Windsor (Ont.) plant targeted production of 2,580 Plymouth Voyagers, 2,742 Dodge Caravans and 594 Mini Ram Vans last week, bringing the T-115 total so far this year to 27,376.

Wave of low-end imports called threat to U.S. dealers

By Jake Kelderman
Washington Reporter

SAN FRANCISCO.—Import auto dealers, enjoying one of their best years ever, were warned here by their leader not to repeat the sins of the past.

Robert McElwaine, president of American International Automobile Dealers Assn., suggested new importers on the horizon, such as Hyundai, Daewoo, Yugo and others may well do to import dealers what they themselves did to domestic-car dealers: Take away a market they thought exclusively theirs.

"The most significant changes in the auto industry have always taken place in the low end of the market," he told the more than 700 dealers gathered for their annual meeting during the NADA convention.

As McElwaine sees it, there is essentially no low-end market in America today.

"The \$5,000 car exists only in television commercials, and it is as unreal as the happy, jolly, racially integrated saloons we see in the beer commercials," he said. U.S. makers are ignoring it again and the importers are ignoring it again as the former builds to satisfy a perceived need for larger cars and the latter goes upscale to offset the impact of import quotas.

We might laugh at entrepreneurs like Malcolm Bricklin and

his Yugo, smirk at the Koreans and get positively hysterical over the periodic rumors of Moscow and the Russians getting ready to invade the U.S. market with a 20-year old Fiat design.

But, said McElwaine, "I wonder if we will still be laughing when our dealerships—with their \$10,000, \$12,000 and \$17,000 cars on the showroom floor—are faced with across-the-street competition from dealerships offering cars for \$3,600, \$4,500, \$5,000?"

The perils of a managed economy are many, he said. If we continue as now U.S. auto makers will be faced with even more competition, and the problems they are trying to solve through import quotas and other protectionist measures will also be worse.

"It's time for an end to import quotas," he told the audience that roared in support, "and I am convinced the import quotas will end on schedule April 1."

He asserted that President Reagan said it best in reply to those who argued that the U.S. should retaliate against those who restrict access to their markets.

McElwaine quoted the President as saying: "If two people are in the same boat and one of them shoots a hole in the bottom, it doesn't make sense for the other man to shoot another hole in the boat. That's not getting even, That's just getting wet."

CANADIAN CAR PRODUCTION

	Week Ended Feb. 2, 1985	Week Ended Feb. 4, 1984	Week Ended Jan. 26, 1985	Jan. 1 to Feb. 4, 1984	Jan. 1 to Feb. 2, 1985
AMERICAN MOTORS	606	598	964	2,914	964
FORD MOTOR	11,386	6,174	9,124	49,741	52,018
GENERAL MOTORS	8,835	13,136	7,540	36,645	38,412
VOLVO	225	225	225	990	1,035
Total Cars, Canada	20,446	20,143	17,487	88,340	102,012

TRUCK PRODUCTION IN U.S.*

	Week Ended Feb. 2, 1985	Week Ended Feb. 4, 1984	Week Ended Jan. 26, 1985	Jan. 1 to Feb. 4, 1984	Jan. 1 to Feb. 2, 1985
CHEVROLET	26,517	19,200	19,174	98,845	104,148
DODGE	4,000	4,289	3,727	17,465	18,265
FORD	23,706	23,009	21,152	96,637	101,378
GMC	7,362	6,358	5,974	27,477	29,663
INTERNATIONAL	1,640	1,421	908	6,390	6,718
JEEP	4,125	3,537	3,662	16,951	17,756
NISSAN	2,505	1,882	2,436	10,186	9,131
AM GENERAL	50	50	50	240	230
MISCELLANEOUS	2,100*	1,000*	2,100*	9,240*	9,660*
Total Trucks, U.S.	72,005	60,746	59,183	283,391	297,791

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 2, 1985	Week Ended Feb. 4, 1984	Week Ended Jan. 26, 1985	Jan. 1 to Feb. 4, 1984	Jan. 1 to Feb. 2, 1985
CHRYSLER CORP.	8,566	7,131	7,783	38,070	39,783
FORD MOTOR	3,648	3,352	3,491	15,423	16,152
GENERAL MOTORS	6,248	6,350	3,974	25,319	26,566
INTERNATIONAL	285	146	151	928	985
Total Trucks, Canada	18,749	16,979	15,399	79,740	75,272
N. American Trucks	90,754	77,725	74,582	363,131	364,776

* Now includes window van production. ** Estimated.
Japco includes commercial only. All General includes government-designated vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

Automotive News

February 11, 1985

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Domestic dealer total up for second year in row

By John K. Teahen Jr.
Managing Editor

Higher sales and higher profits meant more dealers for the domestic auto industry in 1984.

The annual Automotive News census found 20,902 dealerships handling domestic makes of passenger cars on Jan. 1 of this year, a gain of 61 over the 20,841 establishments in operation 12 months earlier.

It was the second consecutive yearly upturn; there was a gain of 42 outlets in 1983.

Those two consecutive increases followed a long, long period of declines. After a rise in 1955, the domestic dealer total dropped for 27 straight years before the 1983 advance.

Chrysler Corp. and Ford Motor Co. were responsible for the 1984 increase. Chrysler added 124 dealers and Ford was up 56. There were drops of 75 for General Motors, 61 for American Motors-Renault and seven for Volkswagen.

That's an aggregate gain of 37.

Rear-drive Cadillac to stay in '86 lineup

By Joseph Bohn
Marketing Editor

Cadillac has decided to keep its rear-drive, full-sized Fleetwood Brougham at least through 1986 and possibly into the 1987 and 1988 model years, according to Frank Cadicamo, director of merchandising.

He added that the market would determine its availability in the later years.

The division, in fact, has been furnishing dealer groups with print and TV ads on the current availability of its full-sized line, after discovering that many consumers believed it was not offered this year.

Part of the problem, Cadicamo conceded, was that Cadillac itself had originally thought the car might be phased out in December, 1984, and "many dealers advised customers along those lines."

"They set up their sales programs," advising customers to buy now "because there won't be any more. To a certain extent we did it to ourselves," Cadicamo said.

And Lincoln-Mercury has been implying in its ads that its Lincoln Town Car is the last full-sized luxury model left, he added.

"They've made subtle but pointed remarks, leading people to believe this," he said.

Cadillac became aware of the

A change in the number of intercorporate deals boosted the overall upswing to 61.

All figures in this article and in the accompanying tables refer to the net change in the dealer population, both for the individual corporations and car lines and for the domestic industry as a whole.

The upturns of 1983 and 1984 marked the first time since 1948-49 that the industry has shown consecutive gains in its dealer total. In that earlier era, the auto makers were rebuilding their dealer organizations after World War II.

And the 1983-84 gains followed one of the dreariest periods the industry has ever experienced. During the recession, there were losses of 1,607 dealerships in 1980, 984 in 1981 and 881 in 1982.

Last year brought gains in each of the first two quarters. There was a slip in the third quarter, then another rise in the fourth.

Here are the domestic dealer figures by quarters during the year:

Jan. 1, 1984	20,841
April 1, 1984	20,848
July 1, 1984	20,895
Oct. 1, 1984	20,863
Jan. 1, 1985	20,902

Franchise totals rose last year for every Big Three make except Chevrolet, with the Chrysler Corp. lines notching the biggest gains. Dodge and Plymouth added 149 franchises apiece and Chrysler was up 135. At Ford Motor Co., the rises were 56 for Mercury, 55 for Ford and 26 for Lincoln.

GM noted advances of 36 franchises apiece for Buick and Pontiac, 25 for Oldsmobile and 15 for Cadillac. Chevrolet was down 35.

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RETAIL OUTLETS U.S. CARS, 1947-1985

Date	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1947	45,580	
Jan. 1, 1948	46,092	+1.12
Jan. 1, 1949	49,173	+6.66
Jan. 1, 1950	46,821	-4.78
Jan. 1, 1951	47,543	+1.54
Jan. 1, 1952	46,014	-3.22
Jan. 1, 1953	45,191	-1.79
Jan. 1, 1954	41,910	-7.26
Jan. 1, 1955	40,374	-3.66
Jan. 1, 1956	41,018	+1.60
Jan. 1, 1957	37,982	-7.40
Jan. 1, 1958	37,186	-2.09
Jan. 1, 1959	35,077	-5.68
Jan. 1, 1960	33,858	-4.05
Jan. 1, 1961	32,482	-3.49
Jan. 1, 1962	31,331	-3.54
Jan. 1, 1963	30,853	-1.53
Jan. 1, 1964	30,827	-0.08
Jan. 1, 1965	30,691	-0.44
Jan. 1, 1966	30,278	-1.35
Jan. 1, 1967	28,422	-6.14
Jan. 1, 1968	27,784	-2.24
Jan. 1, 1969	27,496	-1.07
Jan. 1, 1970	27,071	-1.51
Jan. 1, 1971	26,125	-3.49
Jan. 1, 1972	25,621	-1.93
Jan. 1, 1973	25,441	-0.70
Jan. 1, 1974	25,349	-0.36
Jan. 1, 1975	24,980	-1.46
Jan. 1, 1976	24,453	-2.11
Jan. 1, 1977	24,268	-0.78
Jan. 1, 1978	24,147	-0.50
Jan. 1, 1979	24,051	-0.40
Jan. 1, 1980	23,379	-2.79
Jan. 1, 1981	21,772	-6.87
Jan. 1, 1982	21,580	-0.91
Jan. 1, 1983	25,799	+19.56
Jan. 1, 1984	20,841	-4.29
Jan. 1, 1985	20,902	+0.29

*—Jan. 1, 1982 and subsequent totals include Volvo.

**—Jan. 1, 1983 and subsequent totals include Renault.

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As it expands its financial services business

GM eyes credit cards, mortgages

By Michelle Krebs
and Marjorie Sorge
Automotive News Staff

Credit cards and mortgage banking appear to be General Motors' first major moves into expanding its financial services business.

GM may begin offering credit cards to car buyers which will be a step beyond its GM Protection Plan cards, which it began issuing last fall. The GM Protection Plan card enables a GM car owner to charge accessories, parts and service at

participating dealerships. The cards are issued through National Bank of Detroit's Delaware division.

Some sources envision that in the near future, GM will give new meaning to one-stop shopping. A GM credit card may be available which would not only allow customers to purchase cars and auto insurance, but also could eventually fill their total banking needs—from mortgages and mortgage insurance to brokerage and financial planning services. The credit cards would provide

a platform upon which GM could build as the U.S. moves toward becoming a checkless society. Eventually, plastic debit cards will be used for purchases and the money will be electronically deducted from the consumer's bank account, according to bank analysts.

GM also may enter the mortgage banking business. The auto maker confirmed last week it was in preliminary discussions with Norwest Corp., of Minneapolis, to buy its mortgage

Continued on Page 31, Col. 3

Debuting in Chicago



Urby for the urban commuter

The Ghia Urby is making its debut this week on the Ford stand at the Chicago Auto Show. The design study by Ford's Ghia studios is three inches taller than an Escort but two feet shorter. The height gives the driver better visibility; the shortness, maneuverability. It is powered by a one-liter engine.

breaking news

Buick two-seater to bow in 1987½

CHICAGO.—Buick plans to introduce its two-seat luxury car, codenamed M-33, in 1987½, company officials said. The car, with an expected volume of 25,000 units a year, will be priced in the \$20,000 range. It was designed by GM styling studios with prototype body work done by an independent shop in Britain. The first running prototype is already in the U.S. Production body work also will be done in Britain.

Change due in company-car tax rule

WASHINGTON.—Senate Finance Chairman Robert Packwood, Oregon Democrat, said last week that Congress will work out a "rational alternative" to Internal Revenue Service rules governing personal use of business vehicles. He said that the alternative would affect the 10 percent of those who abuse use of business vehicles without affecting the other 90.

Tempo, Topaz to go 4x4

CHICAGO.—Ford Motor Co. will offer a part-time four-wheel-drive option for Tempo and Topaz in about one year, company executives said at the Chicago Auto Show. Axles will be by Dana; development was by Ford and Dana. Volume is estimated at 15,000 to 20,000 units a year.

Ford to restyle big cars

CHICAGO.—Ford is planning a styling update of its big rear-drive cars within the next year, Ford Motor Co. Sales Vice President Louis Lataif said here. The cars will be sold through the rest of the decade, according to another Ford executive. A late decision to save the EXP because of its recent sales increase will mean the car will go out of production for six months while its front end is reworked.

An indication of makers' problems

NHTSA extends time to supply CAFE data

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—A sign of the problems expected by the European import companies as well as by Ford Motor Co. and General Motors in facing future CAFE standards is seen in requests for more time to respond to NHTSA's detailed fuel-economy questionnaire.

Docket closing time has been shifted from Feb. 8 to March 1.

This questionnaire will be used by NHTSA—theoretically at least—to determine if future CAFE standards are to be raised beyond the 1985 level of 27.5 MPG, in response to a formal petition for such action by the Center for Auto Safety.

However, since GM and Ford and virtually all European luxury imports have told the safety agency they already have trouble meeting the 1985 CAFE, it seems unlikely that NHTSA would raise the standard. The betting, in fact, is that NHTSA may be petitioned to lower the 1986 CAFE from 27.5 to 26 MPG, an action that can be taken administratively.

But a delay of even a few weeks is important for several reasons. If NHTSA delays unduly in acting on its petition, the Center for Auto Safety may return to court where its petition was rejected

once before on grounds the issue was not ripe.

Another reason is that NHTSA issued an interpretation stating that no CAFE standard would be changed after the start of the model year. Knowledgeable rule-makers at NHTSA are saying that time is already starting to run out to address a 1986 standard.

Peugeot's pre-model 1985 CAFE filing indicates that it will miss the government's fuel-economy rule with a predicted 24.8 MPG. The French car builder's fuel-economy number indicates that not one European luxury-car manufacturer will meet U.S. Government fuel-economy standards.

Audi is an exception, since its CAFE is included with that of the imported Volkswagens. The combined Audi-VW import figure does meet the CAFE standard.

Discussions on changing the CAFE standards have been going on in Cabinet meetings. No decision has been reached although the Reagan Administration is thought to be generally sympathetic to relaxing or even eliminating fuel-economy standards.

Meanwhile, companies have been asking EPA to raise the CAFE adjustment allowance which EPA has proposed as 0.2 MPG for 1980 and later model years to compensate for changes in EPA's test procedure. GM wants manufacturer-specific adjustments; the others are satisfied with an industrywide factor and the latter seems likely to be the decision.

The companies, except for Chrysler, want the test procedure adjustment figure to be 0.3 MPG. They also want a 2 percent credit for the 1980 and 1981 model years and a 0.2 percent credit for model years 1982 through 1985 for so-called slippery oils along with EPA removing all restraints on use of such oils with the 1986 model year.

The companies are expecting some upward adjustment from EPA because of changes in the fuel properties of the test fuel. In addition, they want EPA to count all changes, even those that may be less than one-tenth of an MPG. Leaders in these filings (besides MVMA, which does not speak for Chrysler) include Volvo along with GM and Ford.

But a letter from Christopher M. Kennedy, Chrysler's director of Federal Government affairs, stated his company's position.

Kennedy said that in view of all the problems involved, "we believe the best course of action would be for EPA to make no CAFE adjustment whatever."

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Steed helps open show in Washington

NHTSA Administrator Diane K. Steed unbuckles the seat belt in the "ribbon-cutting" ceremony opening the International Auto Show in Washington. With Steed are, from left, Ted Weiner, show manager for Cahners Exposition Group, show producer; Peter Zourdos, show chairman; Mort Zetlin, chairman of the Automotive Trade Assn. National Capital Area, show sponsor, and Mike Murphy, retired ATANCA executive vice president.

'Word-of-mouth' ads to promote Jetta GLI

By Dan McCosh
Detroit Reporter

SANTA BARBARA, Calif.—Volkswagen of America, entranced by the success of its performance-oriented derivatives, plans to launch the Jetta GLI, a 100-HP version of the recently restyled Jetta, with virtually no advertising support.

James R. Fuller, Volkswagen Division vice president, said he expects to sell 20,000 GLI models, 20 percent of the 100,000 Jettas predicted for 1985, mainly with word-of-mouth advertising, a small number of magazine ads and no television.

"We'll be advertising the VW marque, with some mention of the Golf and Jetta," Fuller said. "We'll also be running an ad schedule on the GTI (the performance derivative of the Golf)."

Fuller has been predicting a dramatic swing in VW's sales mix for 1985, the first year for the Golf replacement for the VW Rabbit. He anticipates that Jetta—basically a German-assembled notchback version of the Golf—will more than double its 1984 volume and end the year ahead of the new Golf hatchback.

Fuller said that despite a slow start hindered by fuel-injection parts shortages and a launch that was limited to two-door and 5-speed manual cars in limited colors, Golf should finish in the 90,000-unit range, with all VWoA sales totaling 275,000, including domestic and imported models.

• VW's imported models, up 34 percent in 1984, have been leading VW's sales—a pattern Fuller expects to continue in 1985. The

trend is responsible for VW's American profitability, Fuller said, since a strong U.S. dollar combined with the higher pricing on imported models enhances the corporate return on those models.

VW also has found a profitable niche with its performance versions of its basic subcompacts.

The Golf GTI already is selling at a rate equivalent to 30 percent of U.S. sales, Fuller said, even better than the 20 percent anticipated for the GLI and up some 50 percent from the GTI version of the Rabbit.

VW also has completed a cost-reduction program in Europe and the U.S. aimed at improving its cost base, Fuller said. "We finally decided that our competition in the U.S. is the Japanese," he said. "That may not seem like much to you, but it was a big change for the Germans."

But he admitted that the U.S. manufacturing operation still is not profitable, despite improvements. "Nobody makes money on small cars in the U.S. today," Fuller said, but he denied that VW is planning to pull manufacturing out of the U.S.

The rumor persists, however, and sources at Chrysler Corp. said recently that VW approached that company to discuss a sale and was rejected in favor of a new Chrysler facility.

Earlier, VW had discussed joint small-car production at Westmoreland, Pa., with Chrysler, a proposal likewise rejected.

Fuller said VW still is considering adding the Jetta to its Westmoreland plant, but not until the capacity of its German factory is filled.

Auto sales rise 7 pct. for January

By Jenny L. King
Detroit Reporter

New-car sales in January continued to move at a good pace, keeping ahead of the year-ago levels but not climbing at the same rate as when the industry was emerging from the recession.

Domestic sales generally were good. Imports were up about 7 percent in volume as they slipped to a 24.90-percent share of the total market.

The combined domestic-import sales total for January was 836,221, up 7.39 percent from 778,688 last year.

An extra selling day in January pushed the domestic total 7.65 percent above the comparable 1984 figure. On a daily-rate basis, sales were up just 3.33 percent, to an average of 24,155 (26 days) from 23,376 (25 days).

The six major makers delivered 628,037 new cars, an increase of nearly 45,000 units, or 7.65 percent, from 583,429 the preceding year.

It was the best January total since 1979 when 644,536 deliveries were reported. Record for the month was 735,427 notched in 1973.

Import sales numbered 208,184, up 6.69 percent from 195,259 a year earlier. It was the second highest total on the books. Record for the month was 217,690 in 1980.

Chrysler Corp. led the Big Three domestic makers in rate of year-to-year gain, up 22.87 percent, to 85,260 from 69,391. Ford Motor Co. was up 8.29 percent, to 150,762 from 139,222. General Motors added 18,000 new cars to its total and was up 5.25 percent, to 362,780 from 344,679.

Honda pulled way ahead of the competition among the Little Three with sales of 13,366 up 54.57 percent from 8,647. American Motors dropped 30.02 percent, to 9,987 from 14,271, and Volkswagen was down 18.52 percent to 5,882 from 7,219.

Chrysler's share of the domestic market expanded to 13.57 percent this January from 11.89 percent in 1984. Ford was up to 24.01 percent from 23.86 percent and GM

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Where auto market was, January, 1985

	Total Sales	Pct. of Total
SUBCOMPACT	114,310	13.67
COMPACT	148,949	17.87
INTERMEDIATE	217,992	26.07
STANDARD	82,728	9.89
LUXURY	64,058	7.66
IMPORTS	208,184	24.90
TOTAL	836,221	100.00

Morrow named senior VP of Crain operations

DETROIT.—William A. Morrow has been appointed senior vice president—operations of Crain Communications, Inc., effective April 1.

Morrow, a managing tax partner of the Detroit Region office of Touche Ross & Co., will be responsible for all financial, legal and administrative operations of Crain and its subsidiaries. Crain Communications is the publisher of Automotive News and 24 other periodicals.



William A. Morrow

"We are delighted to have someone with Bill's experience and knowledge joining our company to assist us in the continued growth of our publishing base," said Keith Crain, vice chairman, and Rance Crain, president, in a joint statement.

Morrow, a member of the bar and a certified public accountant, will be based in Detroit.

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60th year—No. 5061

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And dealers have some questions: Big cars, Saturn

Burger has a string of goals for Chevy sales

By Al Fleming
Industry Editor

SAN FRANCISCO.—Get the Nova into dealer showrooms. Produce more passenger versions of the Astro van. Capture at least 16.5 percent of the U.S. new-car market in 1985. Those thoughts are on the mind of Robert D. Burger, Chevrolet general manager, these days.

Chevrolet dealers, however, are pondering some other heavy

matters. Among them: How much longer will they be selling the popular full-size, rear-wheel-drive Chevrolet? And how do they get a Saturn franchise?

"The Saturn thing bothers them," Burger admitted while chatting in a hotel suite during the NADA convention here last week. "But, really, the first thing dealers here (at the convention) are asking me is how much longer they'll have the Caprice."

"I tell them they'll have it as long as the market says it should be around—as long as we can sell it in the 250,000 to 300,000 annual range," Burger figures that could be "through the balance of this decade."

And what is he telling his dealers about Project Saturn? Under way for nearly three years, this is General Motors' clean-sheet effort to develop innovations to produce small cars

in the U.S. that are cost-competitive with the lowest-priced imports.

Until an announcement Jan. 8 that Saturn Corp. would be a separate GM subsidiary with its own franchise and distribution network, current GM dealers, particularly those selling Chevrolets, took it for granted they would market the revolutionary low-cost Saturn

Continued on Page 26, Col. 3

61 outlets added in 2nd consecutive yearly increase

U.S. dealer total rises for 1984

Continued from Page 1

but its dealer total of 5,120 remains the highest in the industry.

Also on the downside for 1984 were Volkswagen, 7; AMC (Eagle), 43, and Renault (Alliance and Encore), 15.

There is more dualing within each of the Big Three companies than in the past. For example, Chrysler Corp. added 433 franchises last year, but its dealership total climbed by only 124.

Chrysler Corp. opened 1985

with 3,988 car dealerships, compared with 3,864 a year earlier. It was Chrysler's second straight gain, although it was not as hefty as 1983's increase of 227.

Franchise totals for the new year were Chrysler, 3,023; Plymouth, 2,980, and Dodge, 2,893.

In addition to its 3,988 car dealerships, Chrysler has six that handle only Dodge trucks. They are not included in the corporate car-dealership total or in the Dodge car-franchise total.

Ford Motor, like Chrysler, enjoyed its second straight upturn in car-dealership totals. Ford had 5,564 on Jan. 1, up 56 from 5,508 at the beginning of 1984.

Latest franchise totals are Ford, 4,732; Mercury, 2,738, and Lincoln, 1,578.

There are 116 dealerships that handle only Ford heavy-duty trucks. They are not included in the dealership total for Ford Motor or the franchise total for Ford Division.

GM was down 75 dealerships last year, dropping to 9,965 from 10,040, but it was GM's lightest loss since 1978.

The Jan. 1 franchise totals were Chevrolet, 5,120; Oldsmobile, 3,200; Pontiac, 3,010; Buick, 2,975, and Cadillac, 1,610.

The GM total of 9,965 includes only car dealerships. Adding the GMC Truck outlets that do not handle GM cars brings the count to 10,575.

AMC-Renault had 1,465 car outlets on Jan. 1, a dip of 61 from 1,526 when 1984 began. Franchise totals were 1,397 for AMC and 1,341 for Renault.

Both the AMC and Renault lines are handled by 1,273 of the combine's 1,465 dealerships, an average of 87 percent. AMC has 746 duals with Big Three cars and about 90 percent of those outlets also have Renault. Another 68 AMC locations are duals with VW, and Renault is included in about half of them.

Volkswagen had 899 dealers on Jan. 1, a drop of seven for the 12-month period. About 150 VW outlets handle other makes of U.S. cars.

In the table accompanying this article, all VW dealerships are listed as "exclusives within corp." That is because Volkswagen of America produces only one line of domestic cars. The dealerships also handle VW imports and many have Audi, which is imported by VWoA. But this census involves only dealers handling domestic cars.



Aluminum-body HUMMER takes grand prize

The Aluminum Assn. awarded its grand prize in the 1984 Automotive Aluminum Design Competition to the HUMMER military vehicle. The High Mobility Multi-Purpose Wheeled Vehicle is produced for the U.S. Army by LTV Aerospace and Defense Co.'s AM General Division. The body is made entirely of aluminum to achieve the light weight required for airlifting by helicopter fleets.

Aluminum Assn. honors AM General's HUMMER

WASHINGTON.—The HUMMER military vehicle produced by the AM General Division of LTV Aerospace and Defense Co. has won the grand prize in the 1984 Automotive Aluminum Engineering Design Competition, the Aluminum Assn. announced.

Second prize went to the 1984-85 Corvette driveshaft, and third prize to the Pontiac Trans Am whaletail spoiler.

The winning entries represent the best new uses of aluminum's light weight, strength and corrosion resistance in automotive applications, the association said.

The HUMMER (High Mobility Multi-Purpose Wheeled Vehicle), being produced for the U.S. Army, features an all-aluminum body that gives it the light weight required for airlifting by helicopter fleets.

The HUMMER's design team that took the grand prize was: Arthur J. Dean, chief body engineer; Joseph E. Walasinski, assistant chief manufacturing engineer; Tim L. Clark, principal engineer, body; Charles S. Brinkley, chief tool engineer, stamping division; Gene W. Rakoczy, product engineer, body, and Robert A. Moore, manager, engineering stamping division.

Winner of the second prize was Barry Zackrisson, program manager of Dana Corp.'s Spicer Universal Joint Division, who designed the 1984-85 Corvette driveshaft, the first high-volume production aluminum driveshaft.

The General Motors Pontiac group design team that took third

place with the structural beam for the Pontiac Trans Am whaletail spoiler included: Paul Ritchie, senior designer; James W. Blenman, senior project engineer; William H. Perry, engineering group manager; James W. Stark, senior project engineer; Raymond G. Temple, senior designer, and John C. Wellington, project engineer.

GM Linden plant seeks status as trade subzone

WASHINGTON.—General Motors' plant in Linden, N.J., has filed for foreign trade subzone status with the Commerce Department's Foreign Trade Zone Board.

GM said the majority of the parts used at the plant are of domestic origin, although 5 percent are imported from abroad. These imported parts include wiring harnesses, directional levers and radios.

The average duty rate for the imported components is 4.8 percent. The duty rate for finished autos is 2.7 percent. Under zone procedures, imported components used in finished autos are dutiable under the lower duty rate for finished autos. Duties will not be levied on imported components used on vehicles for export.

The GM facility manufactures Buick Riviera, Oldsmobile Toronado and Cadillac. Comments on the GM petition will be taken until Feb. 25.

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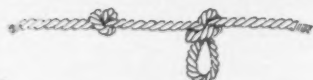
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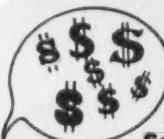
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1985 VS. 1984

	Jan. 1, 1985				Jan. 1, 1984			
	Exclusives (Within Corp.)	Multiples (Within Corp.)	Total Franchises	Net Dealers	Exclusives (Within Corp.)	Multiples (Within Corp.)	Total Franchises	Net Dealers
AMERICAN MOTORS-RENAULT.....	192	2,546	2,738	1,465	256	2,540	2,796	1,526
AMC.....	124	1,273	1,397		170	1,270	1,440	
Renault.....	68	1,273	1,341		86	1,270	1,356	
CHRYSLER CORP.....	965	7,931	8,896	3,988	976	7,487	8,463	3,864
Chrysler.....	0	3,023	3,023		0	2,888	2,888	
Dodge.....	955	1,938	2,893		963	1,781	2,744	
Plymouth.....	10	2,970	2,980		13	2,818	2,831	
FORD MOTOR CO.....	2,840	6,208	9,048	5,564	2,846	6,063	8,909	5,508
Ford.....	2,825	1,907	4,732		2,827	1,850	4,677	
Lincoln.....	0	1,578	1,578		0	1,552	1,552	
Mercury.....	15	2,723	2,738		19	2,661	2,680	
GENERAL MOTORS.....	5,205	10,710	15,915	9,965	5,310	10,540	15,850	10,040
Buick.....	725	2,250	2,975		745	2,200	2,945	
Cadillac.....	255	1,355	1,610		255	1,340	1,595	
Chevrolet.....	3,020	2,100	5,120		3,090	2,065	5,155	
Oldsmobile.....	630	2,570	3,200		640	2,535	3,175	
Pontiac.....	575	2,435	3,010		580	2,400	2,980	
VOLKSWAGEN.....	899	0	899	899	906	0	906	906
TOTALS.....	10,101	27,395	37,496	21,881	10,294	26,630	36,924	21,844
Minus Intercompany duals.....				979				1,003
NET DEALERS.....				20,902				20,841

IMPORTED CAR SALES

	Dec. 1984	Dec. 1983	12 Mos. 1984	12 Mos. 1983
Alfa Romeo	302	185	3,702	3,002
Audi	5,780	5,200	71,206	48,222
4000	0	1,283	10,430	12,266
4000d		8		956
4000S	1,165		4,890	
4000S Quattro	322		3,983	
5000S	3,255	3,164	41,651	23,382
5000S turbo gas	758	32	6,667	1,962
5000d/t		5		5,188
Quattro turbo	4	0	65	240
Coupe	276	348	3,520	3,358
Tourist				4
BMW	8,135	6,226	70,897	59,243
318/320	2,396	3,739	28,674	34,619
325e	2,678		15,773	
528/533	1,867	1,354	15,395	16,004
633csi	298	324	2,695	2,613
733	896	809	8,359	6,007
Chevrolet Spectrum	1,365		1,365	
Chevrolet Sprint	1,270		10,927	
Chrysler Mitsubishi	8,212	8,117	91,718	103,569
Colt (Dodge/Plymouth)	6,452	5,891	69,379	73,671
Conquest/Sap./Chal.	397	820	7,069	25,595
Vista (Dodge/Plymouth)	1,363	1,406	15,270	4,303
Fiat		111	316	6,184
Honda	26,836	25,451	374,819	350,670
Civic	11,970	7,028	137,405	127,856
Civic CRX	4,680	2,483	47,445	9,891
Accord	5,940	11,112	123,045	171,735
Prelude	4,246	4,828	66,924	41,188
I.A.I.	0		1,466	
Isuzu	1,192	1,658	17,233	20,733
I-Mark	323	631	4,427	11,877
Impulse	869	1,027	12,806	8,856
Jaguar	2,139	1,789	18,044	15,815
XJ6	1,689	1,449	14,564	13,110
XJS	450	340	3,480	2,705
Lancia		6	21	637
Maserati Biturbo	90		2,841	
Mazda	13,462	12,739	169,666	173,388
GLC	3,251	3,029	45,221	51,313
626	6,314	5,782	71,407	69,561
RX-7	3,897	3,928	53,038	52,514
Mercedes-Benz	9,086	7,865	79,222	73,692
190D	475	941	5,309	1,551
190E	2,627	1,009	17,704	2,629
240D	0	29	26	9,728
300D	1,887	1,736	16,659	19,193
300CD	154	175	1,539	2,002
300TD	263	341	2,465	2,811
300SD	901	1,717	12,189	18,759
380SE	964	481	7,135	928
500SEL	635	429	4,557	4,879
380SL/SLC	1,034	804	9,288	9,253
500SEC	146	203	1,651	1,959
Mitsubishi	2,952	3,047	39,104	32,755
Starion	409	559	6,375	6,209
Cordia	615	1,275	13,194	12,799
Tredia	907	1,213	13,724	13,747
Mirage	533		3,101	
Galant	488		2,710	
Nissan	37,820	37,424	485,296	521,902
Sentra	13,405	15,428	189,480	209,861
Pulsar	2,947	4,062	37,287	62,183
Stanza	3,591	4,563	44,613	64,429
Maxima	6,299	5,901	68,209	76,209
200SX	4,731	170	63,465	31,158
300ZX	4,935	5,683	73,097	71,144
Hawaii	1,912	1,617	9,141	6,918
Peugeot	1,995	1,525	20,244	15,663
Porsche	1,797	1,811	19,611	21,470
944	1,277	1,043	12,784	13,012
911	416	483	4,320	5,421
928	104	238	2,327	2,552
Tourist		47	593	1,088
Renault	877	1,885	12,243	33,229
LeCar		127		11,148
18i	197	64	2,971	6,053
Fuego	680	1,694	9,272	16,128
Rolls-Royce			1,083	1,046
Saab	2,999	2,395	33,631	26,323
900	818	622	8,369	7,094
900S	949	643	9,993	5,622
Turbo	1,214	1,118	14,408	12,117
Tourist	18	12	863	490
Subaru	12,762	11,855	157,385	156,840
Toyota	47,065	51,026	557,979	555,766
Starlet		331	259	6,717
Corolla	12,397	14,480	157,876	143,430
Tercel	8,254	10,188	103,013	147,965
Celica	6,467	7,606	85,213	117,836
Supra	2,509	2,652	29,871	26,972
Camry	7,974	6,567	93,725	52,666
Cressida	3,975	3,500	34,456	39,755
Land Cruiser	354	552	4,037	4,805
Van	2,648	3,255	33,626	8,084
4Runner SR5	745		6,498	
Hawaii	1,742	1,915	9,404	7,536
Other	9			
Volkswagen	8,783	7,858	103,402	77,014
Rabbit Convertible	625	690	11,552	9,612
Jetta	4,855	3,213	37,975	22,018
Vanagon	1,147	1,839	17,985	15,193
Quantum	1,246	1,240	18,645	16,486
Scirocco	910	876	17,245	13,705
Volvo	4,194	5,137	99,541	88,859
DL	1,607	2,452	44,339	44,505
GL	658	1,144	24,271	16,427
GLT Turbo	405	659	9,866	13,198
GLE				212
DL/GL	256	192	5,589	4,582
Coupe				13
740GLE	627		1,360	
740 Turbo	39		46	
760	176	426	4,078	6,524
760 TurboDiesel	108	224	3,485	2,223
760 GT	179		4,794	
Tourist	139	40	1,626	1,175
TOTAL	199,113	193,389	2,441,231	2,387,031

Days of 'benign competition' to change

New threat to dealer profits seen

By John A. Russell

New York Staff Writer

SAN FRANCISCO.—The days of "benign competition" between manufacturers will be changing in the coming years and dealers will find themselves thrust into a market where more and more businesses will be cutting away at traditional dealer profit centers.

This was the message of a workshop panel at the NADA convention.

The panel was made up of J. Ferron, head of the NADA Industry Analysis and Dealership Operations section; Maryann Keller, of Vilas-Fischer Associates, Ltd., in New York, and Martin J. Anderson, of Sector Research in Newton Center, Mass.

Keller gave the overview of what will be a hot market in the late 1980s and at the turn of the century. She noted that the Japanese can produce 950,000 to a little over one million units in the U.S. by the late 1980s. The Koreans are also looking hard at the U.S. market, as are other manufacturers.

She said that under the VRA, the Japanese exported higher-line cars to the U.S.

But demand will rise and there will be more fragmentation in the market because of new entries. Consumers will have more choice and to combat the rise in competition, manufacturers will want to control their distribution more.

Anderson outlined the new trends even more specifically for the dealers. He said the market will become fragmented in two ways. There will be a specialty market and a commodity or mass market. The specialty market is already developed with models designed to reach certain segments. This is illustrated with the introduction of the Merkur by Lincoln-Mercury.

He said that through the specialty market, dealers and consumers will see more derivatives of the same types of cars. In this market fewer dealers are needed, he said.

The prime market for both the Japanese and domestic manufacturers will be upscale for different reasons. The domestics must cover costs while the Japanese will attack this market to cover expansion.

The Europeans, who have had this market to themselves, will fight to retain their share.

Because of the increased competition, manufacturers will want more image control over the marques.

Ferron said that with this changing market manufacturers will demand greater control over the distribution system, which means the dealers.

But dealers will feel hotter competition from other dealers as well as other segments of the markets.

While he said the franchise system will survive, there will be fewer dealers, lower margins and more multiple franchise operations.

He said each department of the dealership will feel the forces of competition.

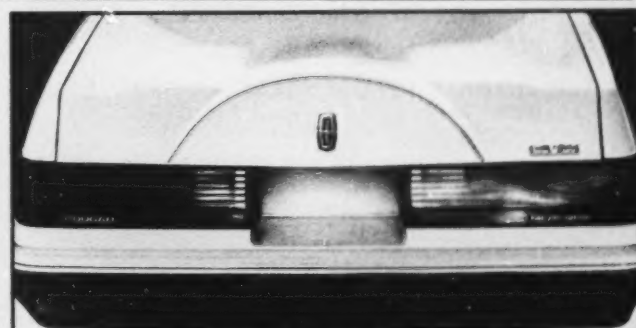
The new-car department will continue to have threats from the gray market and fleets and more

pre-selling will be needed. As for used cars, dealers will have to realize if they have a daily rental operation this can be a source for their department.

Parts and service also will come under attack with narrowing

parts margins and more competition from other sources for service.

And as more banks and independent companies get into financing, the F & I department will also suffer, he said.



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VW deals merge

NORTH HAVEN, Conn.—Montesi Volkswagen and Townline Volkswagen have merged. The dealership is called Montesi Volkswagen.

Case involves complaints on 1976-79 vehicles

Class action due on GM automatics

WASHINGTON.—U.S. District Judge John A. Nordberg said he expects to certify a "failures class" in a private suit involving allegedly defective Type 200 transmissions in 1976-1979 General Motors vehicles.

This is contingent upon the naming of 25 more plaintiffs who have experienced "failure or malfunction of said transmissions within five years or 60,000 miles of original sale of vehicle, whichever first occurs, except those owners whose rights arise under the laws of a state that legally bars recovery against General Motors."

Beverly Moore, who brought the private class action and who also has one pending against Ford Motor Co. over the alleged defect of slipping from Park to Reverse in vehicles with automatic transmissions, says there is no problem whatsoever in finding many more "failures" plaintiffs who bought their cars in non-privy states.

Moore told AUTOMOTIVE NEWS this will be the first nationwide class action involving an automotive defect to be certified under the Magnuson-Moss Act.

The case was filed in the Northern District of Illinois, Eastern Division, on May 1, 1980. Some of the cars involved are nine years old, and Moore has put all franchised transmission chains under

subpena so that when the case is settled, it will be possible to find the owners so they can be reimbursed for repairs. Owners have reportedly paid \$500 to \$1,000 to replace those transmissions.

In a consent settlement with GM on Nov. 17, 1983, the FTC told owners of rear-wheel-drive

vehicles of model year 1976 through model year 1983 they could seek adjustments by using local Better Business Bureaus. Some of those cases have been brought and settled.

In addition, New York State also sued GM on behalf of 2,300 residents of the state.

factories list auction dates

American Motors

Feb. 12—Aptco Auto Auction, Taylor, Mich.

Feb. 13—Southern Auto Auction, Warehouse Point, Conn., and Kansas City Auto Auction, Kansas City.

Feb. 14—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Feb. 15—St. Louis Auto Auction, Bridgeton, Mo.

Feb. 19—High Point Auto Auction, High Point, N.C., and D-A Auto Auction, New Stanton, Pa.

Feb. 20—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Feb. 21—Evansville Auto Auction, Evansville, Ind.; Todd Auto

Auction, Telford, Pa., and Northstar Auto Auction, Shakopee, Minn.

Feb. 26—Aptco Auto Auction, Taylor, Mich.

Feb. 27—Southern Auto Auction, Warehouse Point, Conn., and Kansas City Auto Auction, Kansas City.

Feb. 28—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Feb. 12—Northway Exchange, Clifton Park, N.Y.; Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; NuCarPrep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

Feb. 13—Concord Auto Auc-

tion, Acton, Mass.; Southern Auto Auction, Warehouse Point, Conn., and Columbus Fair Auto Auction, Obetz, O.

Feb. 14—Atlanta Auto Auction, Red Oak, Ga.; Arena Auto Auction, Chicago; 166 Auto Auction, Springfield, Mo., and Evansville Auto Auction, Evansville, Ind.

Ford Motor Co.

Feb. 13—Columbus Fair Auto Auction, Obetz, O.; Concord Auto Auction, Acton, Mass., and Southwest Auto Auction, Phoenix.

Feb. 14—Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

Feb. 19—Aptco Auto Auction, Taylor, Mich.

Feb. 20—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Feb. 21—166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N.J.

Feb. 26—Big H Auto Auction, Houston.

Feb. 27—Northway Exchange, Clifton Park, N.Y.; Clanton's Auto Auction, Darlington, S.C., and South Seattle Auto Auction, Kent, Wash.

General Motors

Feb. 12—Florida Auto Auction of Orlando, Ocoee, Fla., and Southern Auto Auction, East Windsor, Conn.

Feb. 13—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

Feb. 14—Nashville Auto Auction, Nashville.

Feb. 19—South Seattle Auto Auction, Kent, Wash.

Feb. 20—Metro Auto Auction, Kansas City, and Clanton's Auto Auction, Darlington, S.C.

Feb. 21—Indianapolis Auto Auction, Indianapolis.

Feb. 27—Brasher's Salt Lake Auto Auction, Salt Lake City.

Feb. 28—Butler Auto Auction, Gibsonsia, Pa., and Arena Auto Auction, Chicago.

Used Car Sales
Auction Averages

February to date	\$4,434
Month ago	\$4,852
Year ago	\$4,967

Model Breakdown
Auction Averages

	FEB. 1985	JAN. 1985	DEC. 1984
1985	\$12,208	\$11,375	
1984	8,573	8,726	9,531
1983	6,068	5,978	6,760
1982	5,016	5,343	5,112
1981	3,776	4,350	4,454
1980	3,194	3,600	3,528
1979	2,583	2,771	3,932
1978	1,872	2,117	2,047
Overall Average	\$4,434	\$4,992	\$4,863

used-car auction directory

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